

1.1 Introduction

This chapter describes the public process which helped to shape the TMP Update. This chapter also describes community outreach steps remaining

1.2 Public Involvement to Date

TMP update public process

The TMP Update project began early in 1994 and has involved the public in the update through group discussion and review of:

- Scenario forecasting along with goal and policy development for the overall transportation plan; and,
- Specific elements of the plan which include bike, pedestrian, transit and infrastructure components.

Pursuant to City Council direction, the Transportation Advisory Board (TAB) has served as the primary vehicle for public involvement in the TMP Update.

The TAB is a direct outgrowth of the public process component of the 198 TMP and continues to function as the citizen sounding board and public forum for transportation issues.

TAB generally meets twice a month, and almost every meeting of the TAB for more than a year has included either an update or review session related to the TMP. In April and June of 1995 TAB hosted public forums to discuss the working drafts of the TMP.

Additional public forums have been facilitated by the Citizens for Alternative Transportation Systems (CATS). In May of 1995, they hosted a workshop to discuss the future of Boulder's transportation system.

In August 1995, CATS, in cooperation with the TAB, hosted a second transportation workshop

for members of the community, city staff, city council members and regional leaders to discuss the future of the transportation system and provide input for the TMP Update.

The Planning Board has also provided input into the TMP Update, along with groups including the Boulder Bicycle Commuters (BBC), Plan Boulder County and the Chamber of Commerce.

The implications of transportation for affordable living were discussed at a workshop with affordable housing advocates in June, 1995.

City Council Study Sessions on the TMP Update were held in March 1994, May 1994, November 1994, January 1995, May 1995, December 12, 1995 and April 9, 1996. The information presented to Council in November, 1994 was taped and has been aired numerous times on Channel 8.

Additional input to the specific components of the TMP Update has been obtained in a variety of ways. These efforts have involved an extensive outreach to the user community and their direct involvement in the development of the component plans.

Transit policy plan

The Transit Policy Plan was an accelerated piece of the TMP Update which occurred in the first half of 1994. Staff used three methods of getting public input on the Transit Policy Plan and its implementation strategies.

- Meetings with community organizations;
- Public hearings hosted by Transportation Advisory Board (TAB); and,
- Focus groups (including two focus groups following the November 1994 vote).

Numerous meeting with citizen groups (Plan Boulder County, Chamber of Commerce, etc.) and a citizen poll were used to get additional public input on the Transit Policy Plan.

Bicycle system plan

Development of the Bicycle System Plan has relied on extensive public input, comments and review. Representatives from thirty bicycling and community interest organizations were invited to a series of four roundtable discussions held at various stages of plan development.

Two focus group meetings were also hosted to gain insight into what elements of the bicycle system could be improved to encourage people who do not currently ride their bicycles for transportation to do so. In the fall of 1995 the Mobility Subcommittee of the TAB hosted a total of four public workshops to gain input for the Bicycle System plan.

A final forum of the bicycle system plan roundtable was held on November 15, 1995, providing an opportunity for community review of the draft System Plan prior to another TAB hearing on November 16th.

Pedestrian policy plan

In December 1994, two focus groups were held to support development of the Pedestrian Policy Plan. TAB has also considered the Pedestrian Policy Plan on two occasions at its regular Thursday night TAB meetings.

1.3 Community Outreach and Public Surveys

The public process for the TMP Update has had three major components: a telephone survey on transportation issues, preparation of public outreach materials including an outreach brochure with enclosed questionnaire, and a series of public forums and community meetings.

The public process for the TMP Update was designed to reach as many people as possible by utilizing a variety of outreach techniques. One of the goals of the process was to contact people

on their own time and turf, and seek input from citizens who might not normally engage in discussions of transportation policy and planning.

In considering the results of the public process, the source of each of the results and the knowledge the respondents were likely to have had of the TMP Update should be noted.

In the case of the phone survey, it can be assumed that most respondents do not have specific knowledge of the Update and are responding primarily to the information provided in the survey question. While the sequence of the questions was designed to help the respondent think more deeply about transportation issues, phone surveys tend to primarily measure initial reactions to the questions.

However, the strength of the phone survey is its scientific validity in providing a representative sample of the community.

Techniques for the telephone survey that ensure representation and guard against bias include: random selection of households; random selection of persons within the household; at least five attempts before dropping a household from the sample; comparison of sample demographics to population demographics; statistical weighting to make the sample more representative, and rotation of response scale order.

In the case of the public outreach brochure, it can be assumed that the respondents have read the brochure and had the time to think about the material before filling out the questionnaire. These respondents have had the opportunity to read about the concepts of the TMP Update in much greater detail than the respondents of the phone survey.

Finally, the respondents from the public meeting have the opportunity to hear not only the

presentation on the Update, but other people's reactions and responses. The dialogue among this audience is likely to prompt thoughts and reactions in a way different from either the phone survey or the brochure questionnaire.

The public outreach process has helped to give the city additional insight into the views and perceptions regarding transportation which are held by the public. The results of the process demonstrated considerable community support for the primary objective of the TMP Update which is to "maintain traffic at today's levels."

The results from the telephone survey, public outreach brochure and public meetings and forums are summarized in appendix c.

1.4 Checkpoints and Public Process

Policy:

- The city shall include the public in review of transportation capital projects and long-term transportation issues.

Objectives:

- The Tab will continue to provide overall guidance on the research and development of alternative transportation programs and track the progress of Transportation Master Plan goals and policies;
- Encourage public involvement through effective means that reach out to the community. Efforts should be made to include groups such as neighborhoods, interested groups and others;
- Recognizing the regional nature of many transportation problems, design public involvement so that they consider and effectively reach Boulder's neighboring communities so that, when appropriate, regional solutions are developed; and,
- Provide information to the public on transportation issues through effective media reaching a variety of the citizenry,

employees, students and others.

Public process after adoption

With the adoption of the TMP in July 1996, the city will immediately move into extensive public education and public dialog through the Congestion Relief Project. This project intends to engage the community in an extensive two-year process on long-term strategies for achieving the TMP's objective of "no long-term growth in traffic."

The Congestion Relief Study is designed to pick up where the TMP Update process leaves off in investigating with the community specific strategies to reduce traffic growth and the implications of the application in Boulder.

Part of this investigation will include an examination of market-based strategies to utilizing pricing for more effective utilization of the existing transportation system.

The purposes of the public involvement process of the Congestion Relief Study are:

- Build public knowledge about projections for traffic in the future without intervention strategies;
- To identify public concerns and values regarding transportation needs and issues; to help individuals understand their contribution to congestion, and opportunities to be part of the solution;
- To build a base of knowledge about market-based strategies, and test their viability with the Boulder regional community; and
- To build trust that within the Congestion Relief Study, participants will have a voice in shaping the outcome and actions which emerge.

The Boulder Congestion Relief Study public involvement process intends to gather continuous public feedback for guidance on the project by using surveys, focus groups, one-on-

one meetings, and press coverage to engage the public on their time and terms. Additional discussion will occur at the TAB and through public forums.

1.5 Acknowledgements

The city would like to acknowledge and thank the many citizens who spent consideration time and effort in providing insight, comment and review of the TMP Update and its component plans.

Transportation Advisory Board (TAB)

The Transportation Advisory Board (TAB) is a five-member citizen review board which is appointed by City Council and advises City Council on transportation issues.

The TAB members who have contributed to the development of the TMP Update and its component plans are:

Ann Moss
Thomas White
Tad Kline
Rodger Ewy
Joe MacDonald
Marci Page
Tom Volckhausen
Francoise Poinsett
Will Toor
Bryan Alu
Dexter Correa

Bicycle roundtable workshops

The Mobility Subcommittee of the Transportation Advisory Board (TAB) hosted a total of four public workshops between the fall of 1994 and the fall of 1995. About 30 people attended each session, including representative of community groups, businesses, cycling organizations, the University of Colorado (CU), the Regional Transportation District (RTD) and interested citizens.

Participants of the roundtable workshops include:

Susan Miller, Audubon Society
Michael Caplan, Chamber of Commerce
Bill Williams, citizen
Muriel Duerbeck, Seniors on Bikes
Jan Ward, DMC, City of Boulder
Mary Young, Boulder Off-Road Alliance
Mark Schroeder, Scott Sports Group
Pete Mullineaux, Boulder Velo Club
Doug Braddock, Boulder Velo Club
Jim Turley, Plan Boulder County
Nancy McCaffrey, League of Women Voters
Barbara Cristol, League of Women Voters
Rebekka Struik, League of Woman Voters
Lisa Morzel, citizen, Centennial Neighbors
Shelly Schlender, citizen, SE Boulder
Kathy Snow, citizen, north Boulder
David Walls, Velo News
Dexter Correa, TAB
Marci Page, TAB
Tom Volckhausen, TAB
Bob Whitson, Go Boulder
Tracy Winfree, Go Boulder
Martha Roskowski, Go Boulder
Michael Leccese, citizen, Newland Neighbors
Pat Sandham, Boulder Valley School District
Ray Keener, Bicycle Industry Organization (BIO)
Keith Hangland, Regional Transportation District (RTD)
Karl Hansel, NCAR
Chip and Helen Taft
Fred Porter, Bolder Bicycle Commuters (BBC)
Bob Farley, BCC
Dave Allured, BBC
Mike Howse
Nick Howse
Jim Disinger, Environmental Services
Leslie Bohm, Catalyst Communications
Mary Lovrien, citizen, Whittier Neighbors
Brad Power, Boulder Urban Renewal Association (BURA)
Ed von Bleichert, University of Colorado Environmental Center

Colleen Gallagher, Colorado Bicycle Industry Coalition
 Joanne Dunnebecke, National Center for Atmospheric Research (NCAR)
 Sergeant Terence Harmon, Boulder Police Department
 Bill Cowern, City of Boulder Transportation Division
 Jana Johnson, University of Colorado Bike Program
 Scott Lanterman, University of Colorado Student Government
 Andrew Hudson, Regional Transportation District (RTD)
 Jim Baily, University of Colorado Facilities Planner
 Pam Gibson, Go Boulder
 Alison Richards, Trails Committee
 Mark Schoeder
 Marlene and Tom Detman
 Chris Grealish, Boulder Bicycle Couriers
 Connie Mansour
 Brad Segal
 Alek Komarnitsky
 Evan Ravitz, BBC
 Jared Moore, City of Boulder
 Sharon Alexander, Go Boulder
 Bill Williams
 Scott Vangendren
 Jape Abruscato
 Hugh Walton, Pearlizumi
 Lori Hobkirk, Velo News
 Rob Haukeness, Boulder Police
 Francoise Poinssatte, Sierra Club
 Linda Andes-Georges, Trails Committee
 Tad Kline, City Council Member
 Hudson and Luke Phillips
 Robert Fleming
 Carolyn Hansen
 Manfred Schwoch
 Simon Maybury
 Peter Richards
 Jim Knopf
 Paul Rinaldi Howse
 Steve Howse
 Randall Rutsch, City of Boulder
 Mo Bray, Boulder County Transportation

Department
 Bill Broidy
 Ron Merten
 Steve Priem
 John Huyler

Citizens for alternative transportation systems (CATS)

The Citizens for Alternative Transportation (CATS) hosted a number of meetings and workshops to gather community input on the future of Boulder's transportation system. City staff, city council members, regional leaders and members of the community were invited to attend two transportation workshops to establish policies and strategies to be considered by city council in the development of the TMP update.

The general philosophy which emerged from these meetings is to "achieve a new balance in the shared use of our public space (streets, parking areas and sidewalks) that gives priority to access, safety and mobility for pedestrians, bicyclists and users of public transit, and create a more livable community by reducing motor vehicle traffic."